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New Players Lights 25's because...

25 for 20
makes you
5 smokes
richer than the
next guy.

Kings & 100's
Also available in Menthol

Kings: 10 mg "tar," 0.8 mg nicotine -
av. per cigarette by FTC method.
100's: 17 mg "tar," 0.8 mg nicotine
av. per cigarette by FTC method.



Count 'em.

25
quality cigarettes
for the price of 20.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

MR's suggested pricing based on full price brands.

